

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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July 24, 1997

RJR Account #679995

D. Hurry
SONBYRNE

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Dan:

WINSTON regular product has been ordered (see quantities listed below), as well as 24 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC Code</u> | <u>WINSTON</u> | <u>Case</u> | |
|-----------------|--------------------|-------------|-----------------|
| | <u>Brand Style</u> | <u>Size</u> | <u>#/ Cases</u> |
| 12300-11906 | Light Box | 6M | 1 |
| 12300-11212 | Full Flavor Box | 12M | 1 |

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,063.76

Non-EFT \$ Amount:

\$N/A

51854 9005

-2-

B2GFP
STEWARTS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$980.00 (35 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: D. Keeney

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51854 9006

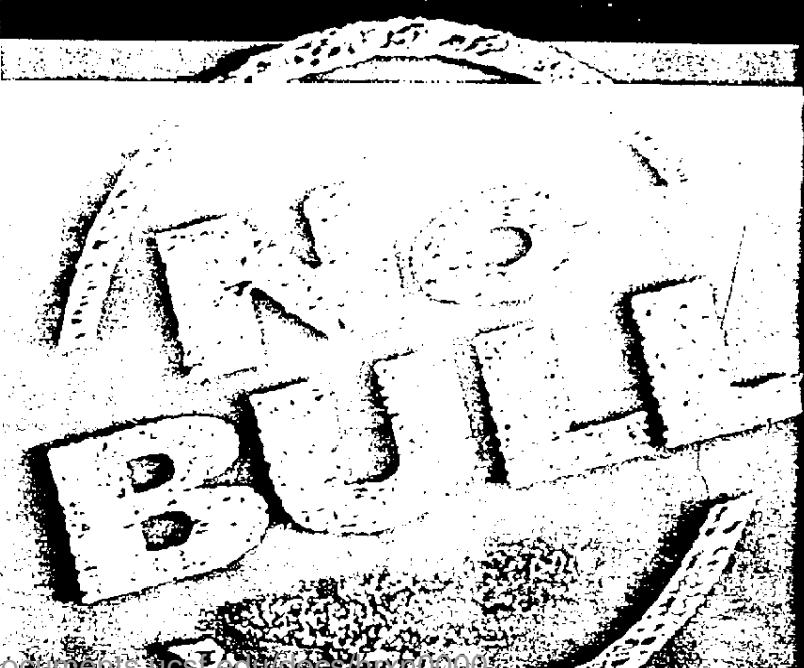


TWO FREE NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.
Get 2
lighters

FREE with
2-pack purchase



51854 9007

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 30
 DATE: 97-06-30
 TIME: 09:18 AM

WHOLESALER : 679995 SONBYRNE SALES, INC. <DIRECT>
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS
 TEMPLATE SEQ : 0013
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|-----------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|---------------|
| 162202 | | 172781 | BYRNE DAIRY #10 | BRIDGE ST | OSWEGO | NY | 13126 | 2 | | 1160-0000 | TEST | (315)475-2111 |
| 162202 | | 172829 | BYRNE DAIRY #16 | JEFFERSON ST | PULASKI | NY | 13142 | 2 | | 1160-0000 | TEST | (315)475-2111 |
| 162202 | | 172904 | BYRNE DAIRY #30 | 48 JORDAN ST | SKANEATELES | NY | 13152 | 2 | | 1160-0000 | TEST | (315)685-8404 |
| 162202 | | 172975 | BYRNE DAIRY #20 | ROUTE 57 | LIVERPOOL | NY | 13088 | 2 | | 1160-0000 | TEST | (315)475-2111 |
| 162202 | | 439947 | BYRNE DAIRY #61 | 8319 MAIN ST | CICERO | NY | 13039 | 2 | | 1160-0000 | TEST | (315)699-3504 |
| 162205 | | 172971 | BYRNE DAIRY #15 | KIRSCH DR & RT 11 | MATTYDALE | NY | 13211 | 2 | | 1160-0000 | TEST | (315)454-4577 |
| 162205 | | 173035 | BYRNE DAIRY #07 | 3000 JAMES ST | SYRACUSE | NY | 13206 | 2 | | 1160-0000 | TEST | (315)437-4862 |
| 162206 | | 171402 | BYRNE DAIRY #32 | 39 E MAIN ST | NORWICH | NY | 13815 | 2 | | 1160-0000 | TEST | (315)475-2111 |
| 162206 | | 173039 | BYRNE DAIRY #23 | WEST MANLIUS ST | EAST SYRACUSE | NY | 13057 | 2 | | 1160-0000 | TEST | (315)437-5278 |
| 162604 | 162630 | 432034 | BYRNE DAIRY #59 | DEWEY-STONE PLAZA | ROCHESTER | NY | 14616 | 2 | | 1160-0000 | TEST | (716)865-4378 |
| 162605 | 162624 | 088378 | BYRNE DAIRY #46 | 254 S. MAIN ST. | CANANDAIGUA | NY | 14424 | 2 | | 1160-0000 | TEST | (716)394-2678 |
| 162605 | 162624 | 557273 | BYRNE DAIRY #54 | 230 W UNION ST | NEWARK | NY | 14513 | 2 | | 1160-0000 | TEST | |

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

51854 9008

ACCOUNT NUMBER: 679995 SONBYRNE SALES, INC.
VOUCHER NUMBER: 15367375 275 CORTLAND AVE
DATE WRITTEN: 08/27/97 SYRACUSE , NY 13202
STATUS: PAID
AMOUNT PAID: 44.80 SEND CHECK TO: ROU

| DESCRIPTION | UNITS | AMOUNT |
|------------------|-------|--------|
| '97 VAP PK & SHP | 1.60 | 44.80 |

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / DK

51854 9009